### **Thesis statement;** Communication is very important in convincing everyday people to buy or use your product and you must target different people in different ways.

1. The importance of communication.
2. Promotion/advertising.
3. Understanding.
4. Knowledge.
5. The communication process.
6. The sender.
7. The receiver.
8. The communication channel.
9. Decoding.
10. Feedback.
11. The different types of communication.
12. Personalized promotion.

1. Mass promotion.
2. Mass personalization.